

# Rockford Chamber of Commerce Manufacturers Council Action Plan 2011

## Chamber of Commerce Mission Statement

**Leading. Business. Growth.** The Rockford Chamber of Commerce delivers benefit to the community by leading in the promotion of economic growth, advocating for the interests of business, and providing service and educational opportunities that help our members grow.

## Manufacturers Council Vision Statement

The mission of the Manufacturers Council is to ensure the vital role of manufacturing in the Rock River Valley.

## Purpose and Primary Role

The Manufacturers Council serves manufacturers and engineers in the Rock River Valley as a vehicle for direct action improving the business climate, one that improves our competitiveness and profitability in regional, national and international markets. This Action Plan outlines the specific goals, strategies and tactics to fulfill this primary role.

## Goals

To develop and continuously improve a range of services and support entrepreneurship for existing manufacturers and engineers, assisting their expansion into new markets, advancing their technologies, improving the manufacturing business climate and attracting new manufacturing and support service investments.

## **Objective 1**

### **Market the Region's Manufacturing Capabilities, Internally and Externally to the Region**

1. Coordinate the 9<sup>th</sup> Annual Rock River Valley Manufacturers Appreciation Dinner & Conference in March 2009 focused on the advocacy, recognition and appreciation of member manufacturers.  
**Goal: 525 Attendees**
2. Partner with other groups (RAEDC, ITC) to host Alternative Energy event for local region.
3. Support and promote Go Global event in April. Promote ITC venture.
4. Secure topic schedule for 2011.
5. Support Embry Riddle and Scholarship Pledge efforts.

## **Objective 2**

### **Improve the Business Climate**

1. Maintain relationships with elected officials and candidates for public office and actively advocate for continued or increased funding for government programs that directly benefit manufacturing.  
**Goals: Identify local candidates from manufacturing industry that would be good for region and work with them.**
2. Work more closely with Chamber's Government Affairs Council to create a stronger partnership between local government and manufacturing.  
**Goal: More manufacturing representation at monthly Government Affairs meetings.**
3. Create and distribute a quarterly bulletin/newsletter for the entire Manufacturing Community.

## **Objective 3**

### **Improve Education Opportunities and Workforce**

1. Develop and support programs for middle and high school students that will provide exposure to engineering and manufacturing  
  
Goals: Work to encourage engineering & manufacturing companies to exhibit at Feb 19<sup>th</sup> Discovery Center Engineer Week program;  
  
Encourage attendance by 4-5 high schools at the Annual Manufacturers Appreciation Dinner and Expo;  
  
Develop a factory Tour program for middle school students.  
  
Consider a trade show visit to Fabtech by students in the Fall
2. Develop training programs for engineering, manufacturing and entrepreneurship  
  
Goals: Conduct a Careers Day to introduce students to engineering and manufacturing  
  
Have students participate with the Eigerlab's "Fast Pitch Lite" entrepreneurship program

Assist Techworks to conduct 6 week long Manufacturing Summer Camps for District 205 students

3. Expand the Education Outreach Committee to include partner organizations

Goals: Encourage active participation from the Rockford Chamber, CEANCI, District 205, WOTM, Workforce Connection, Techworks, FMA, RAEDC and Alignment Rockford.

Expand use of the Rockford Register Star manufacturing2.0 blog to inform and educate on local manufacturing issues and programs.

4. Support Embry-Riddle efforts to bring Campus to Rockford.

### **Organization:**

The Manufacturers Council is guided by a Steering Committee of manufacturing and engineering members with liaison representatives from participants who are engaged in task force activities supporting the Steering Committee.

Task Forces will be appointed from time to time to study issues and opportunities, and to develop ideas and recommendations for the Steering Committee. Liaison representatives to the Steering Committee may include a mix of manufacturers, engineers, educators, non-profits and others whose services and ideas are important to the manufacturing business climate.

The Steering Committee is responsible for determining and communicating the needs and opportunities to assist area manufacturers, both within the Chamber and from other groups providing support programs and services to manufacturers and engineers. The Steering Committee will fully engage and provide guidance and advocacy on issues critically affecting the success and growth of manufacturing throughout the area.

The Chair of the Steering Committee will appoint the liaison representatives to the Steering Committee for the terms of their task force service, or for annual terms as shall be specified. The Steering Committee will meet monthly until satisfied that less frequent meetings are sufficient. The Steering Committee may convene nonprofit and government organizations providing services to manufacturers, for purposes of briefing them and/or networking with them in a collegial environment.

### **Council Steering Committee Chairman:**

Teresa Beach-Shelow, Superior Joining Technology

### **Manufacturing Educational Outreach Chairman:**

Bob Trojan, Rockford Linear Actuation

### **Alternative Energy Sub-Committee Chairman:**

TBD

### **Staff:**

Vee Jevremovic, Rockford Chamber of Commerce

**Council Steering Committee:**

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